

# Yale University

## President's Public Service Fellowship

### Proposal for Fellowship Placement Summer 2023

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#### Organization information

<i>Name of organization</i>	Towers Foundation, Towers at Tower Lane
<i>Full street address</i>	18 Tower Lane, New Haven, CT 06519
<i>Website or link to social media page</i>	<a href="http://www.towerlane.org">www.towerlane.org</a>

#### PPSF Fellow's direct supervisor

*The supervisor must be available to supervise Fellow on a daily basis.*

<i>Name</i>	Jennifer Bayer
<i>Title</i>	Associate Vice President, Strategic Initiatives
<i>Cell phone number</i>	646-251-8764
<i>E-mail address</i>	<a href="mailto:jennifer@towerlane.org">jennifer@towerlane.org</a>

#### Placement dates (8-11 weeks between Tuesday, May 30, 2023 through Friday, August 11, 2023)

Tuesdays, Wednesdays and Thursdays are excellent days for placement during these date ranges, but we are entirely flexible and will work around the needs of our fellow, should we be assigned one.

#### Are placement dates flexible? Are there any dates on which your Fellow must work?

Placement days and times are completely felxible.

#### Proposed work schedule (*work week should equal and not exceed 37.5 hours per week*)

Tuesdays, Wednesdays and Thursdays are optimal. A typical work day might include hours from 8 am - 2 or 3 pm. However, we are entirely flexible and work around the needs of our fellow.

**Organization description (*mission statement, population served. 1,000 characters or less*)**

Throughout our 50 years in the field, we've always been at the forefront as innovators. We remain rooted in traditions while embracing an enterprising spirit. As an essential community partner, our doors are open. We foster respect for all and believe that "Aging in Community" is the way for seniors to continue growing and living their best lives.

**Mission**

We are a warm and vibrant senior community—infused with Jewish values—where people live their best lives.

**Our Guiding Principles**

- We are an inclusive community, fostering respect for all.
- We are committed to compassionately putting the person before the task and to connecting genuinely with one another.
- We explore and embrace the most innovative ways to help people continue growing, learning and celebrating life.
- We lead with quite competence, serving one another with care, strength and humility.

We primarily serve the Jewish and African American communities.

Average age=83

Average Annual Income = 18,900

70% ADL assist

**Write a 1-2 sentence summary of the work that the Fellow would be conducting (500 characters or less).**

The fellow would be working with us on brand expansion, specifically related to market rate apartments in our community. This would include working with our team and consultants to develop new materials, express our expanded brand on social media and on new platforms.

We are also looking for help developing a business plan for a potential new Kosher catering business to serve the Greater New Haven community.

**Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.**

The Towers is a HUD 202 community. We have traditionally served low-income older adults through rental subsidy and life enrichment programming that is provided free of charge via grant funding and through gifts from private donors. The Towers also has market rate apartments that are significantly more cost effective for older adults who have some savings, but who do not qualify for State assistance. The project would involve understanding this particular market niche, finding those who would benefit from The Towers and helping us reach these populations.

Other duties would include:

1. Helping to develop social media campaigns to help promote our expanded brand
2. Communicating with sister agencies and other organizations to share our message
3. Helping to develop welcome materials
4. Write articles for local newspapers and outlets
5. Work with CEO, Dining and Strategic Initiatives to develop a business plan for the expansion of kosher catering services to the broader community

**List specific skills/experience required for the project**

Skills that would be helpful:

General business knowledge/degree

Marketing

Business plan/Marketing plan development

Communication skills

Team player

Reliable

**Additional requirements (e.g. a car or weekend working hours). If a car is required, include information regarding parking arrangements and mileage reimbursement.**

Typically, there will be no weekend hours. Mileage reimbursement is negotiable.

**Briefly describe any work that Yale PPSF Fellows have done with your organization in the past and present. If you have not worked with Yale**

**Fellows, describe any work that Yale students have done with your organization.**

Currently, Yale Students serve as volunteers at The Towers in many capacities. We have had Yale students assist with tech time, one on one visits, large scale events and holidays. The relationship has been an excellent one.

We also work with other universities at times to provide fieldwork for graduate students. We are accustomed to supervising graduate level students and to making their time meaningful and fruitful.

We are incredibly grateful for the opportunity to work with a Yale student.

Thank you for considering!